



**UNIVERSITI PUTRA MALAYSIA**

**LOCAL RESIDENTS' AND TOURISTS' ATTITUDES TOWARDS  
TOURISM DEVELOPMENT AT PATONG BEACH, PHUKET,  
THAILAND**

**SRIRAT KETMUANG.**

**FPAS 2006 4**



**LOCAL RESIDENTS' AND TOURISTS' ATTITUDES TOWARDS TOURISM  
DEVELOPMENT AT PATONG BEACH, PHUKET, THAILAND**

**By**

**SRIRAT KETMUANG**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirement for the Degree of Doctor of Philosophy**

**March 2006**



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of  
the requirement for the degree of Doctor of Philosophy

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**Chairman : Associate Professor Azizi Haji Muda, PhD.**

**Faculty : Environmental Studies**

Tourism development has brought about both the positive and negative impacts to the local communities and to the environment. The acceptance among the residents and tourists may be varied; the acceptance among the domestic tourists and foreign may also be varied. The main objective of the study was to determine the attitudes, as measured by the perceptions, of the local residents, domestic tourists, and foreign tourists on impacts of tourism development in the Patong Beach area of Phuket. Data for the study was collected through clustered sample surveys of the residents and tourists in the Patong Beach area. To ensure consistencies, the secondary information was gathered from various agencies and authorities. A descriptive analysis and a multiple regression analysis were used to determine the results. It was found that the respondents were highly aware of the impacts of the development; the perceptions of



the local residents were consistent to previous studies; the residents were divided between the economic impacts and environmental pollution of the industry. They were of the opinion that the enforcement of the laws and regulations must be tightened up to eliminate the problems resulting from the development of the tourism industry. The tourists were also concerned of the impacts on the youths relating to prostitution and crime activities. The tourists believed that education would be the most effective way of overcoming the problems relating to the younger generation. Generally the respondents agreed with the types of policies adopted by the authorities concerned.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah

**SIKAP PENDUDUK TEMPATAN DAN PELANCONG TERHADAP IMPAK  
PEMBANGUNAN PELANCONGAN DI PANTAI PATONG, PHUKET,  
THAILAND**

Oleh

**SRIRAT KETMUANG**

**Mac 2006**

**Pengerusi : Profesor Madya Azizi Haji Muda, Ph.D.**

**Fakulti : Pengajian Alam Sekitar**

Impak dari pembangunan industri pelancongan yang terjadi kepada masyarakat tempatan dan alam sekitaran mungkin berbentuk positif atau negatif. Penerimaan terhadap kesan dari aktiviti pembangunan ini seringkali berbeza bukan sahaja dalam kalangan masyarakat tempatan berbanding pelancong malah dalam kalangan pelancong domestik dan pelancong luar negara. Objektif utama kajian ini adalah untuk mengenalpasti sikap masyarakat tempatan, pelancong domestik dan pelancong luar negara terhadap impak yang diperolehi apabila industri pelancongan dibangunkan di Pantai Patong, Phuket; sikap di dalam kajian ini diukur melalui persepsi individu. Kaedah tinjauan persampelan berkelompok digunakan untuk mengutip data dari populasi kajian yang terdiri dari masyarakat tempatan, pelancong Thailand dan pelancong luar negara yang melawat Pantai Patong. Maklumat dari sumber sekunder

digunakan juga untuk memastikan konsistensi keputusan yang diperolehi. Data yang dikutip dianalisis dengan menggunakan kaedah statistic deskriptif dan regresi berganda.

Keputusan yang diperolehi menggambarkan kesedaran penduduk tempatan terhadap impak dari pembangunan industri pelancongan ini tidak banyak berbeza daripada keputusan kajian-kajian lepas; mereka berbelah bagi antara kesan baik dalam bentuk pulangan ekonomi dan kesan pencemaran keatas alam sekitar. Penduduk tempatan juga berpendapat yang pihak-pihak berkuasa perlu meningkatkan hukuman keatas mereka yang melanggar peraturan dan undang-undang. Bagi pelancong pula, kesan yang terjadi keatas kumpulan remaja dalam bentuk pelacuran dan jenayah dianggap sebagai kesan yang paling penting; mereka berpendapat yang saluran pendidikan merupakan cara utama untuk mengatasi masalah ini. Pada amnya kesemua yang dikaji mempunyai pandangan yang positif terhadap dasar pembangunan yang digunakan oleh pihak berkenaan.

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I certify that an Examination Committee has met on 16<sup>th</sup> March 2006 to conduct the final examination of Srirat Ketmuang on his Doctor of Philosophy thesis entitled “Local Residents’ and Tourists’ Attitudes Towards Tourism Development at Patong Beach, Phuket, Thailand” in accordance with Universiti Pertanian Malaysia (Higher Degree) Act 1980 and Universiti Pertanian Malaysia (Higher Degree) Regulations 1981. The Committee recommends that the candidate be awarded the relevant degree. Members of the Examination Committee are as follows:

**Mohd. Kamil Yusoff, PhD**

Associate Professor  
Faculty of Environmental Studies  
Universiti Putra Malaysia  
(Chairman)

**Ahmad Shuib, PhD**

Associate Professor  
Faculty of Economics and Management  
Universiti Putra Malaysia  
(Internal Examiner)

**Ahmad Makmon Abdullah, PhD**

Associate Professor  
Faculty of Environmental Studies  
Universiti Putra Malaysia  
(Internal Examiner)

**Jamaluddin Md. Jahi, PhD**

Professor  
Centre of Graduate Studies  
Universiti Kebangsaan Malaysia  
(External Examiner)



**HASANA MOHD. GHAZALI, PhD**

Professor / Deputy Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date: **11 JUL 2006**



This thesis submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee are as follows:

**Azizi Haji Muda, Ph.D.**

Associate Professor  
Faculty of Environmental Studies  
Universiti Putra Malaysia  
(Chairman)

**Ramdzani Abdullah, Ph.D.**

Associate Professor  
Faculty of Environmental Studies  
Universiti Putra Malaysia  
(Member)

**Abdullah Mohd., Ph.D.**

Associate Professor  
Faculty of Forestry  
Universiti Putra Malaysia  
(Member)



---

**AINI IDERIS, Ph.D.**

Professor/Dean  
School of Graduate Studies  
Universiti Putra Malaysia

Date:

**10 AUG 2006**

## DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has been previously or concurrently submitted for any other degree at UPM or other institutions.



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**SRIRAT KETMUANG**

Date: 22 May 2006

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## **CHAPTER 1**

### **INTRODUCTION**

Tourism is of great importance to many countries' social and economic development. Countries all over the world earnestly promote tourism, since they realize that tourism is an industry that could yield high returns, is a large source of revenue, it creates employment directly and indirectly and brings about income distribution. According to the 1997 report by the Tourism Authority of Thailand (TAT), among the top 20 countries in the world that earned the highest revenue from tourism in 1995 were the United States of America (U.S. \$58,370 million), followed by France (U.S. \$27,322 million), Italy (U.S. \$27,072 million) and Spain (U.S. \$25,065 million) and Thailand was ranked in tenth position with a revenue of U.S. \$7,556 million. The total tourism revenue of the first 20 ranked countries amounted to U.S. \$371,682 million (Appendix A, Table A1).

The reports referring to the earned revenue from tourism for the year 2003, issued by the Tourism Authority of Thailand (2004) and the Immigration Department of Malaysia (2004) revealed, that Thailand and Malaysia earnings amounted to RM26, 327.30 millions and RM21,291.10 millions, respectively (Table 1.1).

**Table 1.1: Revenue and Number of Tourists Visiting Malaysia and Thailand in 2003**

Country	Number of tourists (millions)	Revenue
Malaysia	10.58	21,291.1(RM millions)
Thailand	10.00	289,600 (Baht million)

Source: Tourism Authority of Thailand (2004).  
Immigration Department of Malaysia (Kuala Lumpur) (2004)

Since 1960, Thailand had earned an increasing amount of foreign currencies from tourism. According to the 1998 TAT report, the revenue from tourism amounted to TB196million, TB2,175 million, TB17,765 million, TB110,572 million, TB285,272 million, TB289,600 million during 1960, 1970, 1980, 1990, 2000 and 2003 respectively (Appendix A, Table A2)

Among the most popular tourist locations in Thailand were Bangkok, Chiang Mai, Pattaya, Bangsaen, Hat Yai, Samui Island, and Phuket Island (the only provincial island in Thailand (Appendix D)). Phuket, known as the Pearl of Andaman Sea, is a very attractive place with sea and beaches that have attracted a large number of Thai and foreign tourists each year. According to the statistical survey of internal tourism in Southern Thailand in 2004 by TAT, by comparison with other areas, the number of visitors to the South in 2002 and 2003; Phuket was the most visited place in Southern Thailand. In 2002, the total numbers of tourists were 3,854,054 (1,087,704 Thais and 2,766,350 foreigners). In 2003, the total number of tourists reached 3,906,737 (1,218,238 Thais and 2,688,499 foreigners) (Appendix A, Table A3).



The number of tourists visiting Phuket has been increasing each year (Appendix A, Table A4 – A5) and for the year 2003 according to the Phuket TAT (2004) report, Phuket earned a total of 73,263.70 million baht (13,427.68 million baht from Thais and 59,836.02 million baht from international tourists). The Phuket’s revenue from tourism during the period 1995 – 2003 is shown in Table 1.2.

**Table 1.2: Phuket’s Revenue from Tourism in 1995 – 2003**

Year	Revenue From Tourism (million Baht)	
	Thai Tourists	International Tourists
1995	3.743.06	27.257.18
1996	3.639.15	24.803.27
1997	4.115.09	25.721.45
1998	5.034.38	37.658.10
1999	7.810.46	47.903.90
2000	9.148.88	53.099.82
2001	10.410.98	59.258.36
2002	11.380.69	61.218.73
2003	13.427.68	59.836.02

Source: Phuket, TAT (2004).

Phuket is very popular because it is famous for its natural scenery, archaeological sites, ancient places and arts, including customs and cultures. The most attractive places are



the beaches such as Naiyang Beach, Kata Beach, Karon Beach, Rawai Beach and Patong Beach. According to the TAT survey report on tourism in Phuket in 2003, some of the most popular tourist attractions were Patong Beach (48.84%), followed by Kata Beach (24.08%), Phuket City (23.95%), Karon Beach (20.20%) and Promthep Cape (16.53%), respectively. (Appendix A, Table A8).

Patong Beach is the most popular beach in Phuket for several reasons. Patong Beach is a beach of the Patong community, located in the Kathu District (Appendix E) about 15 kilometers from downtown. Its bay is curvy with a beautiful beach with big rocks protruding into the sea on both sides. It is also a habitat for corals. Patong Beach is suitable for swimming and water activities all year round and it is only slightly affected by the monsoon due to the beach's characteristics. Apart from the beautiful beach, all sorts of entertainment places and hotels are also located there (Appendix F) as well as all kinds of tourism-supporting activities such as land and water can found be there. Also there are a number of government offices such as hospitals, police stations, the Tambon Patong Municipal Office, schools, etc.

The TAT report on the statistics of hotel reservation in Phuket revealed that in 2003 there were 1,019,049 tourists who visited and stayed overnight at Patong Beach (233,403 Thais and 785,646 international tourists). The top five countries from where international tourists came from: were Germany (104,503), Sweden (57,435), Switzerland (55,575), Italy (51,793) and U.K. (47,709) respectively (Appendix A, Table A9).

As stated above Patong Beach is the most famous and the most visited beach in Phuket and in the South. Consequently, tourism activities have resulted in certain impacts on its natural environment, society and culture. Tourism development brings about both positive and negative impacts affecting the perception or attitudes of the people, the residents, both local and foreign tourists, businessmen, workers and others aspects. The identification of such impacts is very important to policy makers and administrators to guide in the planning and management of the tourism resources

## 1.1 Concept of Tourism

### Definition of Tourism

Tourism is defined in many ways. The Living Webster Encyclopedia Dictionary of the English Language (1974) defines it as the custom or practice of traveling for pleasure; the promotion by establishments or countries to attract tourists; the business or occupation of providing various services for tourists. Jafari (1977) defines tourism as a study of man's away from his usual habitat, of the industry, which responds to his needs, and the impacts that both he and the industry have on the host socio-cultural, economic, and physical environments. In contrast, Mathieson and Wall (1982) defined this term as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater for their need. Chumsai and Phromyothee (1984), however, stated that the terms **tourism** and **traveling** are synonymous, as tourism does not take place without traveling.

Therefore, these two words are used interchangeably. More often, tourism includes both touring and traveling.

Mill and Morrison (1985), on the other hand, emphasized that tourism must be seen as a process rather than an industry. They state that tourism is a difficult phenomenon to describe. All tourism involves travel, yet not all travel is tourism. All tourism involves recreation, yet not all recreation is tourism. All tourism occurs during leisure time, but not all leisure time is given to touristic pursuits. Tourism is an activity when people cross a border a boundary for leisure or business and stay at least twenty-four hours. McIntosh and others (1989) defined tourism as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors. Later Ryan (1991) defined tourism as a study of the demand for and supply of accommodation and supportive services for those staying away from home, and the resultant patterns of expenditure, income creation and employment.

Similarly, Nash and Smith (1991) defined tourism as a pan-human touristic process that originates with the generation of tourists in some society continues as these tourists travel to other places where they encounter hosts, and ending as the give-and-take of this encounter affects the tourists, their hosts, and their home cultures. MacCannell (1992) updated the definition of tourism as in a primary ground for the production of new cultural forms on a global base. In the name of tourism, capital and modernized people have been deployed to the most remote regions of the world, farther than any army was ever sent. Institutions have been established to support this deployment, not just hotels,



restaurants, and transportation systems, but restoration of ancient shrines, development of local handicrafts for sale to tourists, and rituals performed for tourists. In short, tourism is not just an aggregate for merely commercial activities; it is also an ideological framing of history, nature and tradition; a framing that has the power to reshape culture and nature to its own needs. Adrian Bull (1995) expressed his opinion that tourism is a concept. It is neither a phenomenon nor a simple set of industries. It is a human activity, which encompasses human behavior, use of resources, and interaction with other people economics and environments. It also involves physical movement of tourists to locales other than their normal living places. Although most tourism around the world is a form of recreation, thus implying use of an individual's discretionary time, some tourism is inevitably linked with obligations, such as business or health requirements.

Therefore, the term "tourism" has a broad meaning, covering not only travel for recreation or for enjoyment but also temporary migration of the population from one place to another, including domestic and international journeys. Tourism is a process of interaction with other people, involvement in the same activity, and creation of good relationship in order to gain knowledge and joy. In conclusion, the meaning of "tourism" includes three conditions:

1. Temporary movement to other places
2. Voluntary journey
3. Travel with purposes other than to work or to earn a living(Wongwanitch, 1996)





## 1.2 Types of Tourism

Tourism takes many forms depending on several factors, such as traveling period, types of transportation, the number of members, expenses, etc. Wongwanitch (1996) classified tourism into two main types:

### 1. Domestic tourism that is, traveling to places within the country

The motivations for this type of traveling are beauty of the scenery, transport convenience, safety, as well as advertising or some particular tourist attractions of that place, such as historical evidence, local arts and culture, and so on.

### 2. International tourism that is, traveling to places in a foreign country

In this case it is necessary to go through different international processes such as at the Customs Office and the Immigration Office. It may be necessary to understand the foreign language and perhaps to have a tour guide or tour leader. The size of the country is important in attracting tourists. Normally, a large country tends to have a more variety of natural environments and tourist attractions than a small one. Traveling long distances, however, may hinder or discourage tourists, or make them become less interested in making a tour to a specific country.

Wongwanitch (1996) divided tourism by purpose into six categories as follows:

#### 1. Travel for joy and entertainment

It is a journey out of curiosity to see the scenery, culture, tradition and the way of living. Alternatively, it can be a tour to different tourist attractions for enjoyment and entertainment, or sometimes for a change in atmosphere and accommodation. This type